

NIH POLICY MANUAL

1762-4 - AUTOMATED NIH STATIONERY

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A. Purpose:

The purpose of this guidance is to state the NIH policy on automated (electronically-produced) stationery.

B. Background:

New technology encourages desktop production of NIH stationery. This policy will ensure coordination so that the process of automating stationery is efficiently performed, and that consistency of the stationery's appearance across NIH is maintained.

C. Scope:

This policy covers the use of automated stationery for correspondence prepared at NIH for the signature of officials at PHS or HHS. Use of automated stationery in place of pre-printed stationery is voluntary.

D. References:

1. NIH Manual 1760-1768, "NIH Office Procedures Handbook"
2. HHS General Administration Manual, Chapter 22-40, "Printing and Use of Letterhead and Memorandum Stationery."
3. Memorandum from the Deputy Assistant Secretary for Management Analysis and Systems, HHS, dated 2/9/81, titled, "Changes to Artwork for New Departmental Stationery."

E. Responsibilities:

1. The Records Management Branch, Division of Management Policy (DMP), is responsible for the stationery policy at NIH, and for approving any automated stationery used at NIH.
2. The Personal Computing Branch (PCB), Division of Computer Research and Technology, is responsible for determining the best possible automated images of the stationery. They will distribute letterhead stationery through various computer support mechanisms. There are no current plans to distribute memorandum stationery.

3. The ICDs are responsible for obtaining DMP approval of any automated stationery that they create. Requests for approval must be sent to the NIH Forms Officer, Building 31, Room 3B07. Proposed samples must be attached. The ICDs are also responsible for distribution of this stationery.

F. Definitions:

1. Stationery. This refers to both the internal memorandum paper and the letterhead paper used for letters. Both NIH-wide and ICD stationery are included in this policy. (Note that some ICDs have discontinued using memorandum paper, replacing it with letterhead and typing in the captions, Date, to, From, Subject.)

2. Automated stationery. Stationery is "automated" when both the correspondence itself and the top letterhead or memorandum portion print simultaneously.

G. Policy:

The use of automated stationery is authorized at NIH as described in this chapter.

1. Stationery style.

Only the DHHS-mandated stationery design may be used, as described in Appendix 1 and shown in Illustrations 1 and 2. Any other design cannot be considered stationery for official purposes.

2. Organizations that may be listed on stationery.

In accordance with the HSS General Administration Manual, Chapter 22-40, these levels will be permitted on stationery:

"Department of Health & Human Services" "Public Health Service"
"National Institutes of Health" Optional: The second echelon line
organization name (usually called institutes,
centers, and divisions [ICDs]) (See Appendix 2 for listing of
organizations as of March 1, 1990.)

4. Ink color.

Stationery must be printed on white paper in either blue or black ink. (Instruction and Information Memoranda will continue to be printed on yellow paper.) For correspondence that will be mailed, the ink on the envelope and stationery must be the same color. Automated stationery will usually be printed in black. Matching envelopes with black ink are available from the NIH Central Stores.

5. Quality.

Automated stationery can be created with widely varying levels of quality. Because stationery presents the NIH corporate image, quality is important. High-resolution output, defined here as a minimum of 300 dots per inch (dpi), is required for producing an acceptable image. (A laser printer with at least one megabyte of memory is typically needed to achieve this. Dot matrix printers produce less than 300 dpi output and are not suitable. You may consult your lead user for assistance with these specifications.)

H. Means of Automation:

Very high-quality letterhead images have been produced for each ICD (as described in Section G.2. above). For information about obtaining copies, contact your lead user or call the PCB on 496-2282.

Refer to Hardcopy Illustration 1
Refer to Hardcopy Illustration 2
DHHS Letterhead Design Specifications
(September 2, 1980)

(Taken from a memorandum from the Deputy Assistant Secretary for Management Analysis and Systems, HHS, dated 2/9/81, titled, "Changes to Artwork for New Departmental Stationery.")

Department Logo

Reproduced in 3/4 inch size (circle diameter) from approved reproduction proof.

The Department Logo is located 1/4 inch from the top trim and 1/4 inch from the left trim.

Department Name

Reproduced in 10 point Trump Mediaeval Semi-Bold typeface. (The Department Name should be reproduction in 10 point size from an approved reproduction proof only.)

The base line of the Department Name is 3-1/2 picas from the top trim.

The Department Name begins 1-1/4 inches from the left trim.

Rule

A 1/2 point Rule (line) is located flush left with and 1-1/2 picas below the Department Name. The rule is 43 picas long.

"Public Health Service" Name

Reproduced in 9/11 Univers 55 typeface, and set flush left in capital and lower case letters 14 picas from the right trim. Maximum line length is 12 picas. Make sensible word breaks. Do not hyphenate.

The base of the last line is 3-1/2 picas from the top trim.

"National Institutes of Health," (ICD Name, if applicable), and Address

Reproduced in 9/11 Univers 55 typeface, and set flush left in capital and lower case letters 14 picas from the right trim. Maximum line length is 12 picas. Make sensible word breaks. Do not hyphenate.

The base line of the "National Institutes of Health" line is 14 points below the Rule.

In the Address, allow 1 en space between the city and the U.S. Postal Service abbreviation for state, and 1 en space between the state and the zip code. Do not punctuate.

DHHS Memorandum Design Specifications (September 2, 1980)

(Taken from a memorandum from the Deputy Assistant Secretary for Management Analysis and Systems, HHS, dated 2/9/81, titled, "Changes to Artwork for New Departmental Stationery.")

Department Logo

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Department Name

Reproduced in 10 point Trump Mediaeval Semi-Bold typeface. (The Department Name should be reproduced in 10 point size from an approved reproduction proof only).

The base line of the Department Name is 3-1/2 picas from the top trim.

The Department Name begins 1-1/4 inches from the left trim.

Rule

1/2 point Rule (line) is located flush left with and 1-1/2 picas below the Signature. The Rule is 43 picas long.

"Public Health Service" Name

Reproduced in 9/11 Univers 55 typeface, and set flush left in capital and lower case letters 14 picas from the right trim. Maximum line length is 12 picas. Make sensible work breaks. Do not hyphenate.

The base of the last line is 3-1/2 picas from the top trim.

"Date"

Reproduction in 9 point Univers 55 typeface, and set flush left in capital and lower case letters 5/8 inches from the left margin.

The base line is 8-1/2 picas from the top trim.

"From"

Reproduced in 9 point Univers 55 typeface, and set flush left in capital and lower case letter 5/8 inches from the left trim.

The base line is 10-1/2 picas from the top trim.

DHHS Memorandum Design Specifications (September 2, 1980)

"Subject"

Reproduced in 9 point Univers 55 typeface, and set flush left in capital and lower case letters 5/8 inches from the left trim.

The base line is 13-1/2 picas from the top trim.

"To"

Reproduced in 9 point Univers 55 typeface, and set flush left in capital and lower case letters 5/8 inches from the left trim.

The base line is 16-1/2 picas from the top trim.

"Refer to" (optional)

Reproduced in 9 point Univers 55 typeface and set flush left in capital and lower case letters 5/8 inches from the left trim.

The base line is 20-1/2 picas from the top trim.

"Memorandum"

Reproduced in 20 point Univers 65 typeface, and set flush left in capital and lower case letters 14 picas from the right trim.

The base of the word is 20 points below the Rule.

NIH Second Echelon Line Organizations
(As of 3/1/90)

National Cancer Institute

National Eye Institute

National Heart, Lung, and Blood Institute

National Institute of Allergy and Infectious Diseases

National Institute of Arthritis and Musculoskeletal and Skin
Diseases

National Institute of Child Health and Human Development

National Institute on Deafness and Other Communication Disorders

National Institute of Dental Research

National Institute of Diabetes and Digestive and Kidney Diseases

National Institute of Environmental Health Sciences

National Institute of General Medical Sciences

National Institute of Neurological Disorders and Stroke

National Institute on Aging

National Library of Medicine

Clinical Center

Fogarty International Center

National Center for Nursing Research

National Center for Human Genome Research

National Center for Research Resources

Division of Computer Research and Technology

Division of Research Grants

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